

8 Ways to Make Your Photos Unique on Instagram

This article will cover the technical aspects and some of the things you can do in the app. You can use these tips for both smartphone and DSLR Instagram photos.

Learn how to make your photos more unique on Instagram in this complete guide.

1. See what everyone else is doing and avoid doing it!

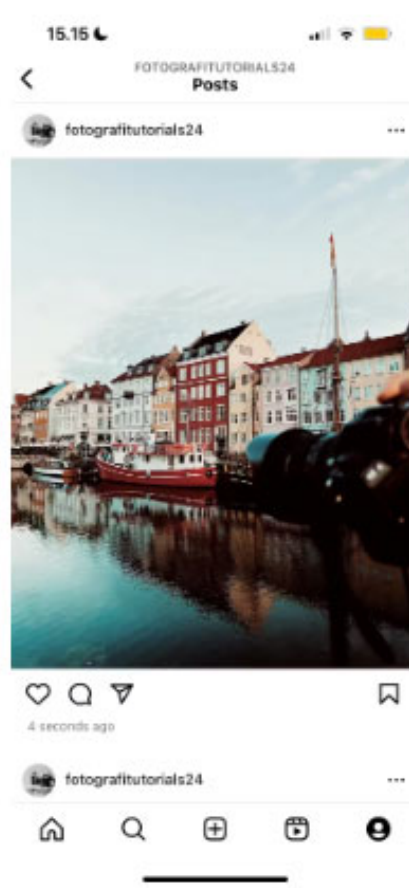
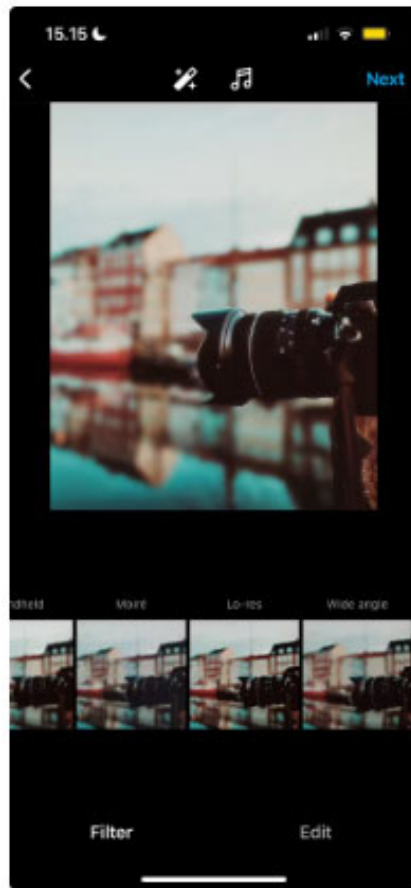
You'll often see the same photo (or the same type of photo) taken multiple times on Instagram. Examples include wearing a bright jacket under a waterfall, dangling your legs out of a helicopter, and holding your arms out while walking in front of someone.

Since so many Instagram photos are so similar, the easiest way to stand out is to simply do something different. When you travel, look at what other people are doing and consider how you can find a unique perspective.

Thinking too much about this point can stifle your creativity, so just keep it in mind.

2. Apply less used filters

You have a lot more filter options on Instagram than you did in the early days. Some filters are used more often than others, and if you want your photos to look unique, you should try some of the less-used filters.

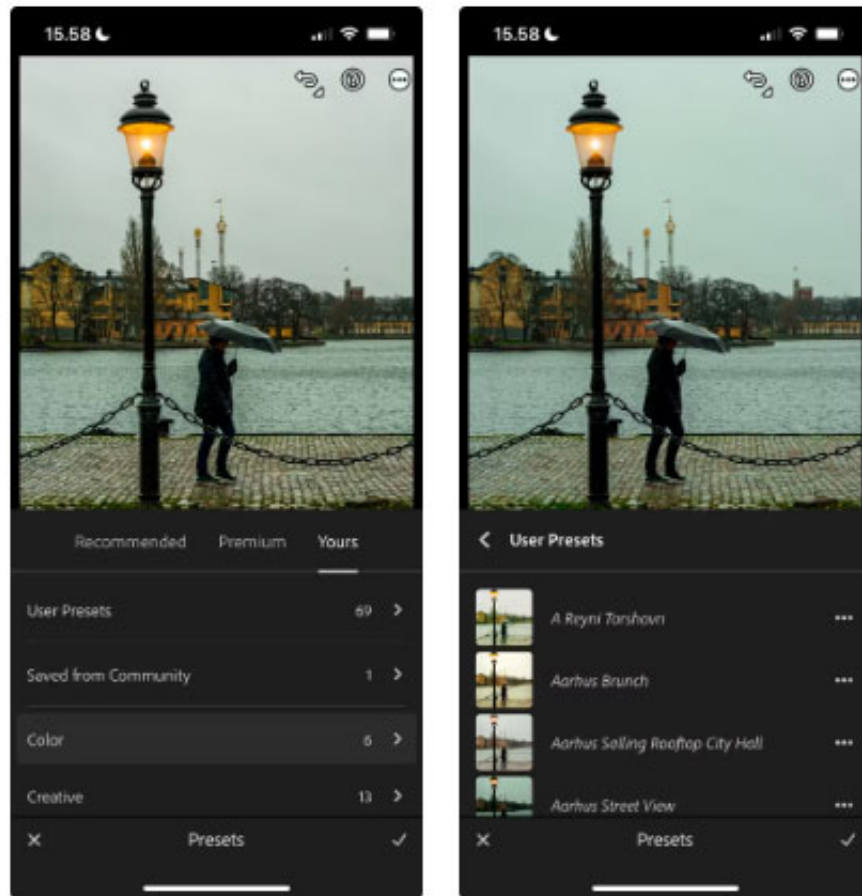


Two of the best Instagram filters are Simple and Soft Light. You can also use popular filters and change the sliders to make their effects less intense.

You should experiment with the different filters available and only use the ones that really appeal to you. Using a filter just because it is less popular won't do any good if you don't like it.

3. Create your own filters

In addition to using filters in the Instagram app, you can always create your own Instagram-style filters in other photo editing apps. Lightroom is the best option for this. You can save your styles as presets and quickly apply them to all your images.



Other tools, such as Canva, also allow you to create your own filters or use pre-designed filters within the app. However, you may not be able to save these filters – so it's worth checking to make sure you can save them if you want to use them again and again.

4. Take photos from unique angles

Another often overlooked way to take more interesting photos is to simply position your camera in a different position. This isn't limited to smartphones, you can apply this trick to all cameras.

Think about your specific situation and experiment to find what works best for you. Finding a unique perspective, such as between two buildings, is another idea worth considering.

5. Learn the different modes of smartphone cameras



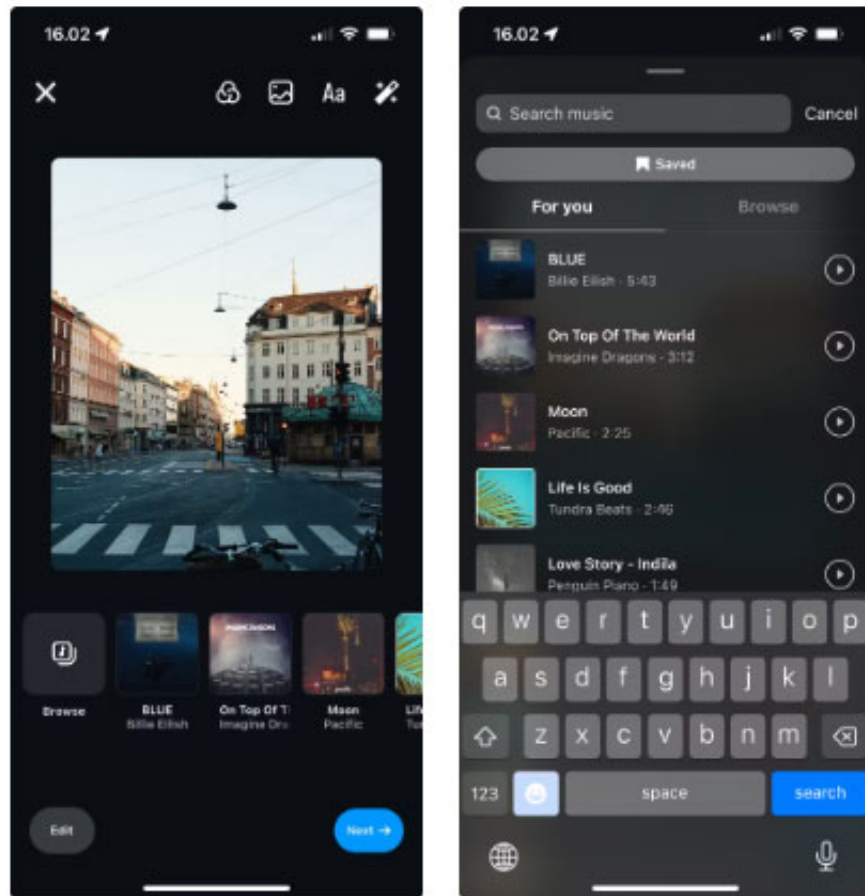
Many people just use Auto Mode on their smartphone cameras, and this can be a hindrance if the goal is to take unique photos. Even if you adjust the brightness manually, you will still automatically stand out.

Some smartphones have more features than others, and no matter what your device is, it's a good idea to learn as much as you can about each mode. You should also understand how different filters work with your device.

To start, consider using just one of your camera modes for a week to a month. Then switch to the other mode. You'll learn a lot about your device in that time.

6. Add favorite music

Instagram now has a feature that lets you add music to your photos, not just Reels. Admittedly, it can help your photos stand out. Everyone's musical tastes are unique, and adding music that fits the mood of your photo can evoke more emotion in viewers.

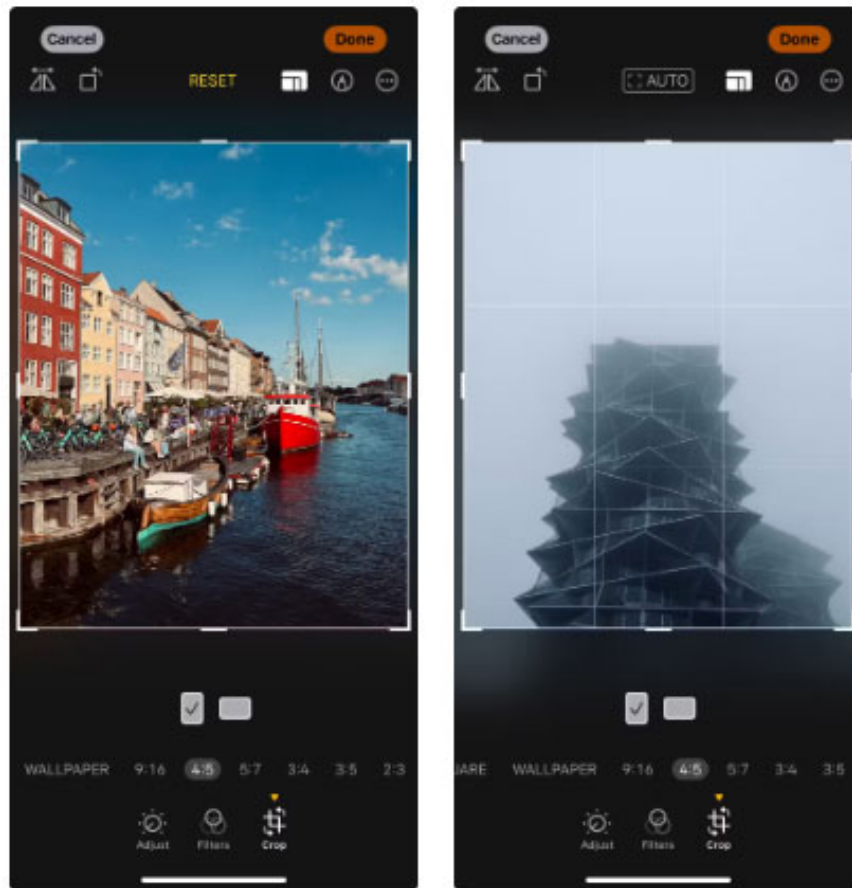


You'll find some popular songs on Instagram, which means there's a good chance you'll find the specific track you're looking for. If not, you'll still find viable alternatives. Just make sure you don't use these songs elsewhere, like YouTube, as you could risk copyright infringement on those platforms.

7. Think about the layout in 4:5 format

While you can use other aspect ratios on Instagram, 4:5 is the option that looks best. You should consider composing your photos in 4:5 format if you shoot specifically for Instagram (or plan to post them there).

Considering the 4:5 format means you'll be cropping a large portion of the photo. So you'll want to leave more space at the top and bottom of the photo. An easy way to do this is to capture more sky and ground than you might need.



Of course, you should also shoot in portrait orientation. While you can crop landscape photos, the quality will be more noticeable.

8. Use different camera apps to add effects

One of the great things about owning a smartphone today is the plethora of third-party camera apps available. Many of these apps will allow you to quickly change the style of your photos in a variety of ways, such as adding film camera effects. You'll find many of these apps are free, but some are paid.



In addition to using different camera apps, the native photo app on your smartphone often allows you to adjust aspects like brightness, contrast, and saturation after you've taken the photo. So it's no big deal if you forget to use one of them or don't find one that works for you. Consider checking out these smartphone camera apps for better photos as a starting point.

Simple tweaks can help your photos look more unique on Instagram, and you should implement at least a few of these tips. At the very least, doing the opposite of what everyone else is doing will give you better results. Also consider using some of Instagram's in-app features and third-party tools if you think you need them.

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